

## 1. INTRODUCTION

Hayward continues to grow, both in numbers and diversity. According to Census 2000 data, Hayward now has a population of 140,000, up from 111,000 in 1990. And our community is more diverse, with no single racial or ethnic group forming a majority of the population. With a growing, changing population, it is important to establish long-range plans for the City that accurately reflect the desired goals of the community.

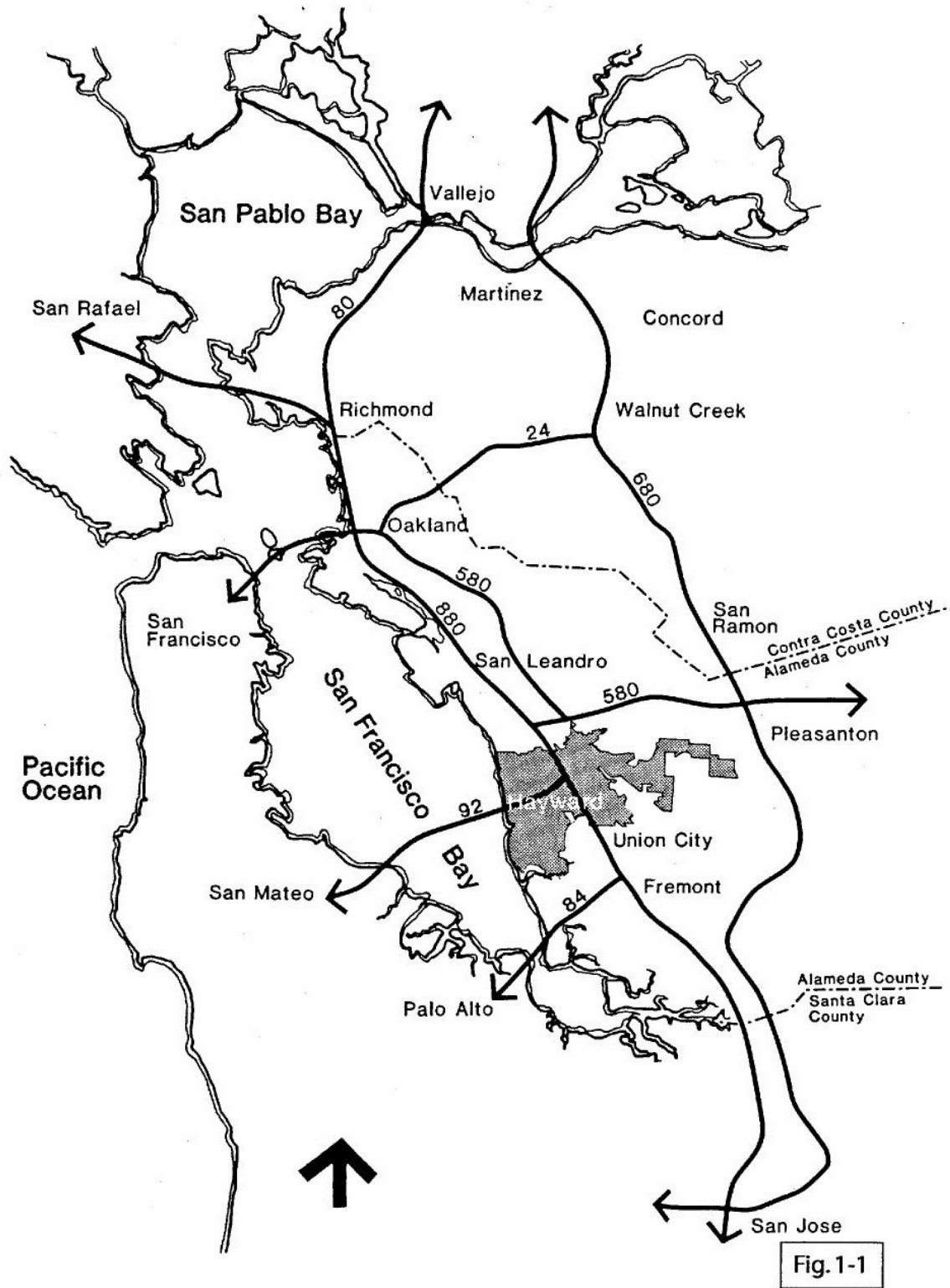
This General Plan will give guidance for the physical development of the community over the next twenty years. As most of the available land in Hayward has already been developed for housing, commercial, industrial or other urban uses, the City is now focusing on maintaining and enhancing existing neighborhoods, business districts, and surrounding open space. During this General Plan revision process, the City has explored the implications of “smart growth” principles in Hayward (see Page 2-7) and crafted policies that will encourage the use of these principles in long-range planning and development over the coming twenty years.

### **Regional Setting**

The San Francisco Bay Area is the fifth largest metropolitan area in the United States. The Bay Area’s population is growing larger, older and more diverse. According to *Projections 2000*, prepared by the Association of Bay Area Governments (ABAG), it is estimated that by 2020, about 8.0 million people will inhabit the region, an increase of 1.1 million over the population of 6.9 million residents in 2000. The population growth will mainly be due to increases in births and longer life expectancy, rather than migration. The number of people age 65 and older will increase from about 12% of the population to nearly 19% by 2020. Persons of color will comprise about 59% of all Bay Area residents, as compared to 47% in 2000.

Job growth and employment patterns in the Bay Area are undergoing significant changes both in types of jobs available and their location. The regional economy is diversifying, even as growth in the information and high technology sector remains significant. The nine-county Bay Area is expected to add more than a million jobs between 2000 and 2020. Over 50% of these jobs will be in the services sector, 19% in the manufacturing and wholesale sectors, 11% in retail, and 19% in a variety of professional jobs in the communications, insurance and real estate, and construction and transportation sectors.

While the highest rate of growth within the Bay Area will take place in the less populated counties of the North Bay, the counties of Alameda, Contra Costa, and Santa Clara will remain the region’s largest populated areas. **See Figure 1-1.** More importantly, the region’s growth will produce phenomenal changes in those counties adjoining the Bay Area, including triple-digit growth in counties such as San Joaquin, Stanislaus, and Merced. This growth will be fueled in part by the availability of affordable housing in those counties. As a result, many more Bay Area workers will live outside the region and



commute into Silicon Valley and other employment centers. The jobs-housing imbalance that is created will result in substantially longer commute times and increased congestion.

Existing land use policies that continue to expand job growth without commensurate household growth will force the labor supply to be imported from outside the nine-county Bay Area region. This places a strain on the region's economic health, as well as its transportation system. Increasing the region's housing stock, especially in areas closer to where jobs are produced, will help to sustain the economic prosperity the Bay Area has enjoyed for the past decade.

## **Socioeconomic Overview of Hayward**

### Population

The United States Census Bureau has released the first tabulations from Census 2000. This initial release of data contains information on the total population, race and ethnicity, and population over 18 years of age. Appendix B includes tables and charts that summarize demographic information for the City of Hayward. According to the Census Bureau, the City's total population was 140,030 as of April 1, 2000. This represents a 25% increase, or almost 29,000 people, over the population of 111,498 in 1990. It should be noted that some of the population increase (3,200) since 1990 is a result of annexations in the Happyland and Tennyson-Alquire areas. The remainder of the population increase reflects both new housing construction and various changes in household composition.

The City's population has also become more diverse. Those persons of Hispanic or Latino origin now constitute over 34% of the total population. The non-Hispanic White group accounts for 29% of the total population, while the number of Blacks increased to over 10% of the City's population. Those persons of Asian descent comprise almost 19% of the total population, while the number of Native Hawaiian and Other Pacific Islanders (now a separate category) represents 2% of the total population. For the first time, the Census also allowed persons to identify themselves as being of more than one race. As a result, almost 5% of the City's residents are now included in the new category of Two or More Races. Data on the population by age group confirms the continuing trend toward a school-age population (under 18 years of age) that is even more diverse than the general population.

### Households

The total number of households as of April 1, 2000, is estimated at approximately 44,804, according to the Census Bureau. This is an increase of almost 4,700 units from 40,117 in 1990. While the number of family households increased slightly to 71% of the total households in 2000, the "traditional" family household, defined as a married couple with or without children, comprised only 50% of all households in 2000, the same as in 1990. The percentage of family households headed by either a single female or male increased from 26% in 1990 to over 29% in 2000, accounting for most of the growth in family

households. Non-family households comprised approximately 29% of the total households in 2000, as compared to 31% in 1990.

### Housing

According to the Census Bureau, the number of housing units totaled 45,922 as of April 1, 2000. This represents an increase of almost 4,000 units from the 42,216 units in 1990. The apparent discrepancy between the rate of population growth in relation to the increase in new housing construction is explained by the continuing increase in the average number of persons per household. According to the Association of Bay Area Governments, the estimate of average household size in Hayward has increased steadily in recent years, rising from 2.75 in 1990 to over 3.10 in 2000.

Almost one-half of the housing stock consists of single-family residences. The ratio of single-family to multi-family housing units continues to remain relatively stable, although the number of multi-family units being built per year continues to be less than the number of single-family residences being built. It is unknown whether the overall proportion of single-family homes in relation to the total number of units will remain stable; however, it is unlikely that the number of new multi-family units built will approach the high levels experienced in Hayward during the 1980's.

### Income and Education

The mean household income in Hayward in 2000 is estimated at \$57,900, according to the Association of Bay Area Governments. This represents an increase of over 12% from \$51,500 in 1990. The mean household income for Alameda County increased from \$57,200 to \$66,800 during the same period. The most recent estimate of the proportion of lower-income households (those earning less than 80% of the Bay Area median) in Hayward was 46% in 1990.

The most recent data on educational attainment are from the 1990 Census. Of Hayward residents over the age of 25, approximately 17% had received a bachelor's or graduate degree, while 31 % had completed some college work. 29% had received a high school diploma, while 24% had completed some secondary or elementary schooling.

### Employed Residents

An increasing number of Hayward residents are employed in "white collar" occupations. In 1990, approximately 22% of residents were employed in executive, administrative, or managerial occupations; 36.2% were employed in technical, sales, or support positions; 11% were employed in service occupations, and nearly 30% were employed in some sort of manufacturing or production occupation. In 1980, 18% of residents were employed in executive, administrative, or managerial occupations; 34.6% were employed in technical, sales, or support positions; 11.2% were employed in service occupations, and 35.3% were employed in some sort of manufacturing or production occupation. More recent data on the occupational status of employed residents are not yet available from Census 2000.

According to 1990 census data, approximately 74% of Hayward residents worked in Alameda County. Additionally, 7.8% worked in San Mateo County, 7.7% worked in San Francisco, 6.3% worked in Santa Clara County, and 3.5 % worked in Contra Costa County. The remaining handful of residents worked in Marin, Napa, or Solano Counties. Of the nearly 40,000 Hayward residents that worked in Alameda County, 43.2% worked in Hayward, 14% worked in Oakland, 9% worked in San Leandro, and 8.3% worked in Fremont. All of the remaining cities in the County each accounted for less than 4% of the workforce distribution.

### **Forecasts of Population, Housing, and Employment**

The Association of Bay Area Governments (ABAG) updates its regional forecasts of population, housing, and employment every two years. ABAG's most recent forecasts are contained in its ***Projections 2002*** report. These forecasts are presented in five-year intervals extending to the year 2025. Projections for the City of Hayward, as well as the greater Hayward Planning Area, are presented in **Table 1-1**. The Hayward Planning Area, as defined for purposes of these forecasts, includes the City of Hayward, several pockets of unincorporated area that are surrounded, or almost surrounded, by the city limits, and the unincorporated communities of Fairview and Cherryland.

Projections for the Hayward area generally reflect trends and expectations for the region as a whole. The forecasts for the Hayward area as presented in ***Projections 2002*** reflect the short-term and long-term potential for growth and are consistent with the level of development currently permissible under the General Plan.

#### Population and Housing

The forecast for households reflects the overall change in the housing potential in the city. The household population will continue to rise sharply in the short-term period (2005) due to the continuing increase in the number of persons per household. Average household size is expected to peak in 2005 and remain constant until declining somewhat in 2020.

Under state mandate, ABAG has the responsibility to identify housing need targets that must be addressed in local housing elements. ABAG's forecasts served as the basis for the current round of Regional Housing Needs Determinations. These housing need determinations are separate and distinct from the Projections; however, the near-term (five-year) household growth forecast is the primary component of the housing need allocations. The Regional Housing Needs Determinations are presented in the chapter on Housing.

#### Employment

Actual job growth may not match the short-term forecasts given the current state of the economy. However, as the national, state and regional economies recover, it is expected

Table 1-1.

**Projections 2002**  
**Forecasts for the Hayward Area to the Year 2025**  
**Association of Bay Area Governments**

*Numbers in bold are for the City of Hayward*  
*Numbers in italics are for the Hayward Planning Area (includes Cherryland and Fairview)*

Year	1990	2000	2005	2010	2015	2020	2025
<b>Total Population</b>	<b>111,343</b>	<b>140,030</b>	<b>148,100</b>	<b>150,500</b>	<b>153,400</b>	<b>156,600</b>	<b>160,300</b>
	<i>131,508</i>	<i>165,014</i>	<i>173,900</i>	<i>178,000</i>	<i>182,100</i>	<i>186,100</i>	<i>190,700</i>
<b>Household Population</b>	<b>109,986</b>	<b>137,892</b>	<b>145,600</b>	<b>148,000</b>	<b>150,800</b>	<b>154,000</b>	<b>157,600</b>
	<i>129,646</i>	<i>162,167</i>	<i>170,700</i>	<i>174,800</i>	<i>178,700</i>	<i>182,700</i>	<i>187,200</i>
<b>Persons Per Household</b>	<b>2.74</b>	<b>3.08</b>	<b>3.17</b>	<b>3.17</b>	<b>3.16</b>	<b>3.15</b>	<b>3.14</b>
	<i>2.73</i>	<i>3.07</i>	<i>3.13</i>	<i>3.13</i>	<i>3.12</i>	<i>3.11</i>	<i>3.10</i>
<b>Households</b>	<b>40,071</b>	<b>44,804</b>	<b>45,940</b>	<b>46,670</b>	<b>47,790</b>	<b>48,950</b>	<b>50,120</b>
	<i>47,518</i>	<i>52,743</i>	<i>54,490</i>	<i>55,780</i>	<i>57,350</i>	<i>58,820</i>	<i>60,300</i>
<b>Workers Per Household</b>	<b>1.39</b>	<b>1.52</b>	<b>1.54</b>	<b>1.59</b>	<b>1.64</b>	<b>1.70</b>	<b>1.76</b>
	<i>1.38</i>	<i>1.50</i>	<i>1.52</i>	<i>1.57</i>	<i>1.60</i>	<i>1.66</i>	<i>1.72</i>
<b>Employed Residents</b>	<b>55,822</b>	<b>67,833</b>	<b>70,800</b>	<b>74,400</b>	<b>78,200</b>	<b>83,000</b>	<b>88,100</b>
	<i>65,668</i>	<i>79,171</i>	<i>82,900</i>	<i>87,300</i>	<i>91,900</i>	<i>97,600</i>	<i>103,700</i>
<b>Total Jobs</b>	<b>76,440</b>	<b>86,350</b>	<b>91,050</b>	<b>96,260</b>	<b>98,730</b>	<b>103,740</b>	<b>108,830</b>
	<i>79,340</i>	<i>89,220</i>	<i>93,970</i>	<i>99,390</i>	<i>102,060</i>	<i>107,250</i>	<i>112,490</i>

*Household population does not include persons in group quarters or other group living arrangements.*

that the rate of job growth will increase steadily by 2010, and then remain relatively stable through 2025. The total job gain during the horizon period for the Bay Area is almost 1.0 million new jobs. Alameda County is expected to capture 24 % of the total Bay Area job growth with nearly 243,000 new jobs. Hayward should account for 9% of the total job growth within Alameda County with slightly over 22,000 new jobs anticipated by the year 2025. More detailed forecasts by job sectors are presented in the chapters on Economic Development and Housing.